2018 PARTNERSHIP PLAN

SPONSORSHIP & ADVERTISING

in the QPMA events and publications

APRIL 4, 2018
UPDATE

ASSOCIATION QUÉBÉCOISE
DE LA DISTRIBUTION
DE FRUITS ET LÉGUMES
QUEBEC PRODUCE MARKETING ASSOCIATION

2018 PARTNERSHIP PLAN

NEW THIS YEAR: AN ANNUAL PARTNERSHIP PLAN

The new QPMA Partnership Plan has more to offer than ever before. Now you can get a complete picture of the visibility opportunities available to you for the entire year ahead. If you want to sponsor one or more QPMA events, or place ads in our various publications, you can now plan your options in advance – and make the most of your annual visibility budget.

Please make sure to read these pages carefully, and select your options promptly to obtain the solution that works best for you.

To reserve the visibility options that interest you, please complete the form included with this Partnership Plan. To confirm your reservation, you must pay the total amount of each visibility opportunity selected, at least 45 days before the event of publication. Otherwise, no visibility will be granted.

Once this step is completed, the QPMA will contact you for a personal follow-up in advance of the events or publications where you've reserved visibility.

Johanne Desrochers
Chief Executive Officer

Francis Bérubé
Chairman 2017-2018

WHY A PARTNERSHIP PLAN?

- More visibility for QPMA member companies
- Publicize your association with the QPMA
- Help your company stand out among industry stakeholders

PARTNERSHIP PLAN

The Quebec Produce Marketing Association (QPMA) is the produce industry's largest business network in the province, with over 400 members from 9 different sectors. The QPMA is especially well known for the quality of our networking events and communications resources that help our members keep up to date on all industry news. QPMA events and publications are an important showcase for any member company wishing to gain visibility with the industry players that count.

The objective is to develop ever stronger partnerships with our member companies. The QPMA is committed to making sure that every visibility agreement benefits all parties concerned. Our partnership with you is designed to be a win-win, and can be tailored to deliver optimum returns on your investment.

WHO CAN BE A PARTNER?

Partnership is open to any QPMA member company that is willing to support their association financially with an investment for enhanced visibility, with all associated benefits.

BECOME A PRESENTING PARTNER – 2018 QPMA EVENTS

Would you like to support your association financially and benefit from major visibility among your fellow QPMA members? It's easy. Become a Presenting Partner for one of our QPMA events. With this option, you benefit from enhanced visibility at the QPMA event of your choice.

To help you get the maximum return from this partnership, the QPMA team will be happy to meet with you and tailor the partnership specifically to your needs, based on what you feel you can offer.

Next-Generation *Happy Hour*

MARCH 29, 2018

PRESENTING PARTNERS – NEXT-GENERATION HAPPY HOUR

$1,250

SOLD

(3 PARTNER OPTIONS ONLY)

- Your logo on name tags
- Your logo on banners during the event
- Your logo in all event-related communications to members
- Your logo on event page – QPMA website
- Your logo on in table centrepieces at the event

Catherine Hamel
Chairman of the organizing committee

AQDFL
Réseau Relève
Next-Generation Network
QPMA

CRAB & RECOGNITION EVENING

APRIL 19, 2018

PRESENTING PARTNERS – CRABE & RECOGNITION

$4,000

SOLD

(3 PARTNER OPTIONS ONLY)

- Your logo on all name tags
- Your logo on banners during the event
- Your logo in all event-related communications to members
- Your logo on event page – QPMA website
- Your logo on in table centrepieces at the event
- Your logo on the badge strap

Marc-André Chenail
Chairman of the organizing committee

JULY 11, 2018

PRESENTING PARTNERS – QPMA GOLF TOURNAMENT

Presenting partners – Pro: $1,000

- Your logo on the backs of scorecards
- Your logo on cards in golf carts
- Your logo in main screen areas at brunch and supper
- Your logo in golf section – QPMA website
- Your logo on placemats at brunch
- Your logo on a banner at reception table

Presenting partners – Assistant Pro: $800

- Your logo in main screen area at brunch and supper
- Your logo (medium size) in golf section – QPMA website
- Your company name on placemats at brunch
- Your logo on a banner at reception table

Presenting partners – Player: $500 or less

- Your logo in second screen area at brunch and supper
- Your logo in golf section – QPMA website
- Your company name on placemats at brunch
- Your company name on a banner at reception table

Tony Bono
Chairman of the organizing committee

AUGUST 16-18, 2018

PRESENTING PARTNERS – QPMA ANNUAL CONVENTION

FIERS D'INNOVER
ENSEMBLE
71E CONGRÈS
71ST CONVENTION
WINNING THROUGH
INNOVATION

Bernard Côté
Convention President

Presenting partners – President's Club: $10,500

- Themed activity with your company name
- Your logo in a video shown Friday night, at brunch, and at banquet
- Note of thanks in 2019 QPMA Calendar
- Your logo on event page – QPMA website
- Your logo on event "Partners" page – QPMA website
- Your logo in event "Partners" section – Convention mobile app
- Your logo printed on furniture at reception booth
- Your logo on the Friday and Saturday evening menus
- Your logo on screens at all social activities
- Your logo on the badge strap
- Your logo on a roll-up banner at the entrance of the hotel
- Corporate video on the telecaster near the reception booth
- A reserved and branded table at the closing banquet

Presenting partners – Platinum: $8,000

- Your logo in a video shown Friday night, at brunch, and at banquet
- Note of thanks in 2019 QPMA Calendar
- Your logo on event page – QPMA website
- Your logo on event "Partners" page – QPMA website
- Your logo in event "Partners" section – Convention mobile app
- Your logo printed on furniture at reception booth
- Your logo on the Friday and Saturday evening menus
- Your logo on screens at all social activities
- Your logo on a roll-up banner at the entrance of the hotel
- Corporate video on the telecaster near the reception booth
- A reserved and branded table at the closing banquet

Presenting partners – Diamond: $5,500

- Your logo in a video shown Friday night, at brunch, and at banquet
- Note of thanks in 2019 QPMA Calendar
- Your logo on event page – QPMA website
- Your logo on event "Partners" page – QPMA website
- Your logo in event "Partners" section – Convention mobile app
- Your logo printed on furniture at reception booth
- Your logo on Friday and Saturday evening menus
- Your logo on screens at all social activities

To have a reserved and branded table at the closing banquet, see page 8 #19

Presenting partners – Gold: $3,500

- Note of thanks in 2019 QPMA Calendar
- Your logo on event "Partners" page – QPMA website
- Your logo in event "Partners" section – Convention mobile app
- Your logo on screens at all social activities
- Your logo printed on furniture at reception booth

To have a reserved and branded table at the closing banquet, see page 8 #19

Presenting partners – Silver: $2,000

- Your logo on screens at all social activities
- Note of thanks in 2019 QPMA Calendar
- Your company's name on event "Partners" page – QPMA website
- Your company's name in event "Partners" section – Convention mobile app

To have a reserved and branded table at the closing banquet, see page 8 #19

Presenting partners – Friend: $500

- Note of thanks in 2019 QPMA Calendar
- Your company's name on event "Partners" page – QPMA website
- Your company's name in event "Partners" section – Convention mobile app

To have a reserved and branded table at the closing banquet, see page 8 #19

NOVEMBER 2, 2018

PRESENTING PARTNERS – OYSTER PARTY

$5,000

SOLD

(3 PARTNER OPTIONS ONLY)

- Your logo on all name tags
- Your logo on banners during the event
- Your logo in all event-related communications to members
- Your logo on event page – QPMA website
- Your logo on in table centrepieces at the event
- Your logo on the badge strap
- Any other suggestion

Patrice Alain
Chairman of the organizing committee

OPEN SELECTION VISIBILITY

What if you'd like to see your company stand out among your produce industry stakeholders – but don't see an option that's right for you in the partnership formulas above? Don't worry. There are great à-la-carte opportunities at our many networking events, and in QPMA publications as well – with à-la-carte visibility it's up to you.

Please note that companies must supply their own print-ready files to the QPMA in the correct format for the visibility options they've selected. Graphic design and production service is available on request (at extra cost).

NETWORKING EVENTS

CRABE & RECONNAISSANCE EVENING

1	**Cocktail hour**	Your logo on bars and coasters	SOLD $1,750
2	**Wine**	Your logo on menus and table centrepieces	$1,500
3	**Photo booth**	Your logo on frames of instant-print souvenir photos	SOLD $1,500
4	**Crab**	Your logo on crab buffet tables, crab snack plates, and dining tables	SOLD $1,200
5	**Buffet (3 possibilities)** 1 possibility available	Your logo on an associated banner at a buffet table	$900
6	**Mobile app**	Your logo on the mobile app homepage	$700
7	**Other suggestions**	Submit to QPMA for approval	

GOLF TOURNAMENT

1	**Golf flags**	Flags indicating holes on both courses	SOLD $3,300
2	**Cocktail hour**	Customization of cocktail lounge	$2,750
3	**Beer on both courses**	Your logo on signs announcing beer with your compliments	SOLD $2,750
4	**Cups**	Your logo at the bottom of 36 cups	$1,900
5	**Booths on the course** (Partner company supplies materials and staff)		
	Cold pizza treats	Your logo at booths on both courses	$1,700
	Food truck	Your logo at booths on both courses	$1,700
	Frozen treats	Your logo at booths on both courses	SOLD $1,700
	New products tasting	Your logo at booths on both courses	$1,700
6	**Appetizers at supper**	Your logo on table centrepieces at supper	$1,600
7	**Truck trailer**	Parked near tee-off	$1,500
8	**Golf carts**	Stickers with your logo on 144 golf cart windshields	SOLD $1,500
9	**Giant inflatable ball**	Your logo on a giant ball near clubhouse	SOLD $1,500
10	**Brunch**	Your logo on table centrepieces at brunch	SOLD $1,500

11	**Hole-in-One Contest** *(Parcours des Braves)*	Your logo on signs (including 1 giant sign)	**$1,100**
12	**Hole in One Contest** *(Parcours des Moulins)*	Your logo on signs (including 1 giant sign)	SOLD **$1,100**
13	**Closest-to-the-Hole Contest** *(Parcours des Braves)*	Your logo on signs (including 1 giant sign)	SOLD **$1,100**
14	**Closest to the Hole Contest** *(Parcours des Moulins)*	Your logo on signs (including 1 giant sign)	SOLD **$1,100**
15	**Wine at supper**	Your logo on coasters and in menu	SOLD **$1,100**
16	**Mobile App**	Your logo on the App main page	**$1,000**
17	**Golf bags**	Your logo on bags for all golfers (*Partner company pays sponsorship fee, production cost, and delivery)	SOLD **$950**
18	**Tee-off (18 possibilities)**	Your logo on sign at tee-off on both courses	**$850**
19	**Gift - prize draw**	Pay $200 to have a turnkey service that includes your visibility management and the purchase of the gift that will me presented on behalf of your company at door prize draw. In addition, you have to pay for the value of the gift you want to give.	**$200**
20	**Golf bag item** ***Examples: balls, tees, water bottles, caps, cloths***	Item customized in your company's colours and placed in gift bags presented to golfers	**Products sponsorship**
21	**Fruit on the fairways**	For the QPMA booth promoting the "I love 5 to 10 portions a day"	SOLD **Products sponsorship**
22	**Other suggestions**	Submit to QPMA for approval	

CONVENTION

Sponsorships #1 to #14 are reserved for major partners (Gold or higher presenting partner levels)			
1	**Name tags**	Your logo on all conventioneer name tags	**$6,000**
2	**Vertical banners**	4 vertical banners for your company placed in hotel	SOLD **$6,000**
3	**Convention bags**	Your logo on bags given to all conventioneers	**$4,500**
4	**Magnetic hotel key cards**	Your logo on conventioneer room key cards	SOLD **$4,500**
5	**Elevator doors**	Your logo on elevator doors	SOLD **$4,000**
6	**Sponsor, Saturday evening wine reception**	Your logo on coasters and in menu	SOLD **$3,500**
7	**Holiday package draw closing banquet**	Speech and draw for a $2,000 holiday package offered by your company on Saturday evening	SOLD **$3,500**
8	**Photo booth, Friday evening**	Your logo on instant GIFs produced at photo booth	SOLD **$3,500**
9	**Sponsor, Friday evening wine reception**	Your logo on coasters and in menu	**$3,500**
10	**Mobile device charging station**	Your logo on charging station near reception booth	SOLD **$3,000**
11	**"Please Do Not Disturb" card**	Your logo on doorknob cards for all conventioneer rooms	**$3,000**
12	**Convention mobile app**	Your logo on convention mobile app homepage and inside pages	SOLD **$3,000**
13	**Wi-Fi connection in Convention rooms (paying connection in Fairmont hotels)**	Your company name as Wi-Fi password and a display card with your logo inserted in conventioneer bags	SOLD **$2,500**
14	**Brunch table centrepieces**	Your logo on table centrepieces at industry brunch	SOLD **$2,500**

Sponsors #15 to #21 are open to all applicants			
15	**Holiday package draw, Friday evening**	Speech and draw for a holiday package offered by your company on Friday evening	SOLD $2,250
16	**Game room, Friday evening (3 possibilities)**	Your logo in Friday evening game room	$2,250
17	**Item in conventioneer bags**	Item customized with your company logo and placed in all conventioneer bags	$2,000
18	**Holiday package draw, Thursday evening**	Speech and draw for a holiday package offered by your company on Thursday evening	$1,750
19	**Reservation and branding of a table at the closing banquet**	1 reserved table at banquet, displaying your company logo.	$1,000
20	**Beach sandals in Presidents' Suite**	Your logo on sandals provided in the Presidents' Suite to ease feet after an evening shoes	SOLD $1,000
21	**Other suggestions**	Submit to QPMA for approval	

OYSTER PARTY

1	**Oysters et aprons**	Your logo on aprons and oyster tables	SOLD $2,750
2	**Wine**	Your logo on menus and table centrepieces	SOLD $2,500
3	**Photo booth**	Your logo on frames of instant-print souvenir photos	SOLD $1,650
4	**Area lounge**	Area lounge customized in your company colours	$1,100
5	**Mobile App**	Your logo on the App main page	$1,000
6	**Bars**	Your logo at 2 bars in the hall	$1,000
7	**Buffet table (3 partner options)**	Your logo on an associated banner at a buffet table	SOLD $800
8	**DJ booth**	Your logo on DJ table, stage, and front of hall	SOLD $800
9	**Other suggestions**	Submit to QPMA for approval	

QPMA PUBLICATIONS

You can also reserve your ads in QPMA publications through the Partnership Plan. For options and details, please consult the **media kit**.

MONTHLY NEWSLETTER

3 information capsules (3 separate newsletters)	**$245**
3 ad banners (in 3 separate newsletters)	**$180**
1 ad banner	**$85**

CALENDAR

Ad banner (12 possible positions)	**$1,100**

WEBSITE

Homepage carousel	**$770**
Homepage banner	**$75**
Big box on homepage	**$75**

YEARBOOK

Inside cover C2	**$1,850**
Inside cover C3	**$1,850**
Double-page	**$1,750**
Separator	**$1,340**
Full page	**$930**
1/2 page (colour)	**$620**
1/2 page (black & white)	**$440**
1/4 page (colour)	**$410**
1/4 page (black & white)	**$310**

2018 PARTNERSHIP PLAN

ASSOCIATION QUÉBÉCOISE DE LA DISTRIBUTION DE FRUITS ET LÉGUMES
QUEBEC PRODUCE MARKETING ASSOCIATION

RESERVATION FORM* PLEASE TYPE OR PRINT CLEARLY

Thank you for your interest in becoming a QPMA partner with special visibility at our events or in our publications. And thank you for your financial support which makes it possible for our staff and organizing committees to offer you quality events and communications.

Please indicate the visibility options you wish to reserve. Then calculate the total amount due, sign the form, and send it to the QPMA.

PRESENTING PARTNERS AT QPMA EVENTS

Event	Type of presenter	Value	Please reserve this visibility option	Cost
Next-Generation Happy Hour	Presenter (3 partners)	$1,250	☐	
Crab & Recognition	Presenter (3 partners)	$4,000	☐	
Golf Tournament	Pro	$1,000	☐	
	Assistant Pro	$800	☐	
	Player	$500 or less	☐	
Convention	President's Club	$10,500	☐	
	Platinum	$8,000	☐	
	Diamond	$5,500	☐	
	Gold	$3,500	☐	
	Silver	$2,000	☐	
	Friend	$500	☐	
Oyster Party	Presenter (3 partners)	$5,000	☐	
			SUBTOTAL =	0.00 $

OPEN SELECTION VISIBILITY AT EVENTS

Event	Indicate the number of the open selection visibility desired	Amount to pay
Next-Gen Happy Hour		
Crab & Recognition		
Golf Tournament		
Convention (#1 to #14 reserved for Gold or higher presenting partner levels)		
Oyster Party		
	SUBTOTAL =	0.00 $

ADVERTISING IN OUR PUBLICATIONS

Publication	Please indicate ad name(s) and placement(s)	Amount to pay
Monthly newsletter		
Calendar		
Website		
Yearbook		
	SUBTOTAL =	0.00 $

CALCULATE YOUR VISIBILITY COSTS

First of all, select the options that you want. To complete the application, please add the amount of the "subtotal" boxes in the 3 tables to know the amount to pay.

To confirm your reservation, you must pay the total amount of each visibility opportunity at least 45 days before the event or publication.

Please return the form to Maude Ménard at mmenard@aqdfl.ca.

Visibilité	Amount to pay
SUBTOTAL PRESENTING PARTNERS - EVENTS	0.00 $
SUBTOTAL OPEN SELECTION VISIBILITY - EVENTS	0.00 $
SUBTOTAL ADVERTISING IN QPMA PUBLICATIONS	0.00 $
TOTAL VISIBILITY FEES (plus taxes)	0.00 $

Company: _____

Last name: _____ First name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Email : _____ Date : _____

* All amounts shown are before taxes